

INSIGHT › DIRECT

Definitions & FAQs

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Performance Summary

Title Information

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- **Start Date:** Defines the beginning of each specific report
- **End Date:** Defines the end of each specific report
- **Year License Fee:** Annual license fee paid to Simpleview
- **Site:** Defines which results page to publish referral data for
- **Lodging Categories:** Specifies which lodging category to publish referral data for

Behavioral & ROI Data

[View here](#)

Conversion data collected from major chains, independent property's conversion trackers, and JReS bookings.

- **Avg. Cost Per Referral:** Est Total Spend / Total Referrals

- **Avg. Referrals Per Booking:** Total Referrals / Est Bookings
- **Referral to Booking CVR %:** (Est Bookings / Total Referrals) * 100
 - A random sample of size 400 will give a margin of error, at a 95% confidence level, of 0.98/20 or 0.049—just under 5%. A random sample of size 1600 will give a margin of error of 0.98/40, or 0.0245—just under 2.5%. A random sample of size 10000 will give a margin of error confidence level of 0.98/100, or 0.0098—just under 1%. [Margin of Error Calculations](#)
 - Conversion rates (CVR) are tracked between 7 - 30 days as the hotel chains vary their tracking time period from the original referral. Example, if a referral from the results page to a property is made on April 1st, one hotel chain will track the booking conversion through 7 days while another will track the booking conversion through 30 days.
- **Est Avg Cost Per Booking:** Est Total Spend / Est Bookings
- **Est Avg Booking Amount:** Avg. Daily Rate * Avg. Length of Stay in Days
- **Cost Per Reservation:** (Est Avg Cost Per Booking / Est Avg Booking Amount) * 100
- **Searches:** Number of times the results page loads in date range, which is found in the admin
- **Search to Referral Ratio:** (Total Referrals / Searches) * 100
- **Total Referrals:** Number of click throughs from the results page to your partner properties in date range, which is found in the admin
- **Est Bookings:** Total Referrals * Referral to Booking CVR
- **Est Total Spend:** (Year License Fee / 365) * # of days in specified date range
- **Est. Booking Revenue:** Est Avg Booking Amount * Est Bookings
- **Est ROI:** (Est Booking Revenue - Est Total Spend) / Est Total Spend
- **Avg Advance Stay in Days**
 - Searches: The number of days between the current date and the check-in date entered for each search, which is collected from both the widget and results page (excluding the default date range). Displayed in correlating graph.
 - Referrals: The number of days between the current date and the check-in date entered for each referral, collected from the interstitial.
- **Avg. Length of Stay in Days**
 - Searches: Based on dates entered for each search, which are collected from both the widget and results page (excludes the default date range). Displayed in correlating graph.
 - Referrals: Based on dates entered for the referral, collected through the interstitial.
- **Avg. Daily Rates**
 - Searches: Based on all of the rates from all lodgings a user sees in the specified date range.
 - Referrals: Based on each rate selected when the referral happens.

Geographic & Demographic Data

[View here](#)

Data collected from Google Analytics on the widget, results page and interstitial. Percentages under each pie chart show the percentages the top ten of each respective category represent in terms of total events. Entries are displayed from highest to lowest.

- **Top 10 Referral US Cities**
- **Top 10 Referral Canadian Cities**
- **Top 10 Referral US States**
- **Top 10 Referral Canadian Provinces**
- **Gender and Age:** Although it varies by market, the demographic data displayed is between 6 and 12 months of aggregated data.
- **Top 10 Referral Countries**
- “Referral” for the geographic pie charts is referencing the destination in which the user is at, not website traffic.

Footer

[View here](#)

“Of the x* number of properties that are listed, x** have live rates and availability. X*** of the total properties listed have conversion tracking, and x**** of the properties with live rates and availability have conversion tracking.”

- * - Number of properties associated with the results page
- ** - Number of properties that Book > Direct is able to pull rates and availability for on your results page
- *** - Number of properties Book > Direct is able to get conversion data from, including from major chains associated with our third party partner, conversion trackers, and JReS properties
- **** - Number of properties that get conversion data and also have rates and availability

Search and Add-On Summary

Search & Referral Breakdowns

[View here](#)

- **Searches:** Number of times the results page loads in date range, which is found in the admin
- **Widget Loads:**
 - Total Widget Loads: The number of times a widget appears on a site.
 - Unique Widget Loads: The total number of unique events (widget load) per session within the given date range.
 - *A session is a group of interactions that take place on a website within a given time frame. By default, a session expires after 30 minutes of inactivity, at midnight or when there is a campaign change.*
 - If the website does not use a widget built by Simpleview, no data will be displayed.
- **Widget Load to Search Ratio:** All Searches / Total Widget Loads or Unique Widget Loads
- **SimilarWeb.com Visitors**
 - *SimilarWeb doesn't rely on any single channel for data collection. We work with a wide variety of sources to create the most accurate and reliable picture of the digital world. All of this data is fed*

into SimilarWeb's data processing servers where we turn billions of daily data points into insightful information.

Our data comes from 4 main sources: 1) A panel of monitored devices, currently the largest in the industry. 2) Local internet service providers (ISPs) located in many different countries. 3) Our web crawlers that scan every public website to create a highly accurate map of the digital world, and 4) Hundreds of thousands of direct measurement sources from websites and apps that are connected to us directly. This last source of data helps us to constantly improve our learning set, fine tune our algorithms and reach accurate estimations about traffic stats for ALL websites and mobile apps.

SimilarWeb spent several years building the data collection infrastructure and refining the data collection processes before launching. We are confident that we offer the most accurate and unbiased data covering the digital world.

- **Google Analytics Visitors:** Data collected through GA trackers placed on the widgets and results page
- **Est. Widget Loads per Visitor:** Total Widget Loads / Est. Visitors
- **Est. Visitor to Search Ratio:** Searches / Est. Visitors
- **Re-searches:** A search done after the initial results page load, typically on a date change
- **Special Offers/Packages Referrals:** Number provided by the admin
- **Restaurant Referrals:** Number provided by the admin
- **Activities/Event Referrals:** Number provided by the admin
- **Venue Referrals:** All activities/events are associated with a venue. Number of referrals broken down by venue.
- **TrustYou Review Clicks:** Number of times TrustYou scores are clicked-on
- **Tripadvisor Review Clicks:** Number of time Tripadvisor reviews are clicked-on
- **Planat Rating Clicks:** Number of time Planat ratings are clicked-on
- **GreenKey Clicks:** Number of time GreenKey reviews are clicked-on
- **Good Housekeeping Clicks:** Number of time Good Housekeeping reviews are clicked-on
- **Click to Call:** Number of time Phone is clicked on to reveal property phone number

Results Page Data

[View here](#)

- **Top Areas of Town:** Graph associated with different cities being displayed, as taken from physical address of each property.
- **Top 10 Searched Lodging Category:** Graph associated with most used lodging types from the widget or results page
- **Top Searched Amenities:** Graph associated with most searched amenities from the results page
- **Search Filters by Week:** Graph associated with how often each search tool is utilized

Year-Over-Year Search and Referral Summary

Search & Referral Trends

[View here](#)

- Displays a chart of searches and referrals from the associated results page within a given time frame. Based on a January - December timeline.

Destination Benchmark: Search and Referral

Referrals

[View here](#)

- Referrals displayed on a 24 month timeline.
- Referrals can be displayed against a defined comp set to compare numbers and trends.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.

Searches

[View here](#)

- Searches displayed on a 24 month timeline.
- Searches can be displayed against a defined comp set to compare numbers and trends.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.

Destination Benchmark: Desktop vs Mobile Searches

Desktop vs Mobile Searches

[View here](#)

- Searches broken out by desktop vs mobile devices displayed on a 24 month timeline. Mobile includes any device that is not desktop.
- Can be displayed against a comp set to compare numbers and trends.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.

Destination Benchmark: Desktop vs Mobile Referrals

Desktop vs Mobile Referrals

[View here](#)

- Referrals broken out by desktop vs mobile devices displayed on a 24 month timeline. Mobile includes any device that is not desktop.
- Can be displayed against a comp set to compare numbers and trends.
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Year-Over-Year: ADR Summary

ADR Summary

[View here](#)

Displays a chart of monthly ADR from searches on the results page based on a January - December timeline.

Destination Benchmark: ADR

ADR

[View here](#)

- Referrals broken out by desktop vs mobile devices displayed on a 24 month timeline.
- Can be displayed against a comp set to compare their destinations ADR over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.

Year-Over-Year: ADR and Referral Summary

ADR and Referral Summary

[View here](#)

- Displayed by quarter on a January - December timeline.
- Shows the trends of monthly ADR and monthly referrals for a purpose of recognizing if one affects the other. The closer the lines, the rates are optimal for demand. If the lines are going in different directions, there is a need for an adjustment.

Length of Stay and ADR Breakdown

Length of Stay

[View here](#)

Charts are broken down by days of the week, months, and years based on the date of the search, not specific dates from the widgets in the given timeframe.

ADR

[View here](#)

Charts are broken down by days of the week, months, and years based on the date of the search, not specific dates from the widgets in the given timeframe.

Destination Benchmark: SimilarWeb.com Visitors

Total Visitors

[View here](#)

- Data from [SimilarWeb.com](#) on a 24 month timeline.

- Can be displayed against a comp set to compare their destinations unique visitors traffic numbers over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.

Destination Benchmark: Widget Loads per SimilarWeb.com Visitor

Widgets Loads per Total Visitors

[View here](#)

- Total Visitors / Widget Loads
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If the ratio is low, the widget should be placed on more relevant pages throughout the destination website.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: Google Analytics Users

Total Users from Google Analytics

[View here](#)

- Data collected through Google Analytics trackers placed on widget and results page.
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: Widget Loads per Google Analytics User

Widgets Loads per Total Visitors

[View here](#)

- GA Users Visitors / Widget Loads
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If the ratio is low, the widget should be placed on more relevant pages throughout the destination website.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: Google Analytics Users to Search Ratio

Users to Search Ratio

[View here](#)

- All Searches / Google Analytics Users
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- Ratio explains how often the widget is used versus how many times it is shown.
- If the percentage is low, a better call to action can be used on the widget or the widget is on pages where visitors aren't looking for lodging.

Destination Benchmark: Widget Loads (Total)

Total Widgets Loads

[View here](#)

- Number of times all widgets are loaded on a page throughout the website
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: Widget Loads (Unique)

Unique Widgets Loads

[View here](#)

- The total number of unique events (widget load) per session within the given date range.
 - *A session is a group of interactions that take place on a website within a given time frame. By default, a session expires after 30 minutes of inactivity, at midnight or when there is a campaign change.*
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: Widget Loads to Search Ratio (Total)

Total Widgets Load to Search Ratios

[View here](#)

- Searches / Total Widget Loads
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If the percentage is low, a better call to action can be used on the widget or the widget is on pages where visitors aren't looking for lodging.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: Widget Loads to Search Ratio (Unique)

Unique Widgets Load to Search Ratios

[View here](#)

- Searches / Unique Widget Loads
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.
- If ratio is low, widgets should be optimized on the website pages.
- If the website does not use a widget built by Simpleview, no data will be displayed.

Destination Benchmark: API vs Results Page Referrals

API vs Results Page Referrals

[View here](#)

- Referrals broken out by API and the results page displayed on a 24 month timeline.
- Can be displayed against a comp set to compare their destinations unique visitors to widget load ratios over the same 24 month timeline.
 - [View comp set report here.](#)
 - The defined comp set will be used for all benchmark reports.

Campaign Performance

Search and Referral breakdowns by campaign

[View here](#)

- Shows which methods are most effective in getting users to your results page.
- Data supplied by the admin.

Geographics on widgets and results page

Geography broken down by widget and results page

[View here](#)

- Geographic pie charts on page 1 are totals of all visitors going to Book > Direct assets, combining both the widgets and the results page.
- Charts on this page break down those visitors based on just the results page and just the widgets.
- If the website does not use a widget built by Simpleview, no data will be displayed.

General FAQs

- [Traffic Report FAQs](#)
- Tableau uses exact decimals for all calculations but display as rounded numbers on the dashboard. This may cause slight differences in calculations.
- All reports published prior to December 2016 used Compete.com to supply unique visitor information. After December 2016, we switched to SimilarWeb.com.
 - **Unique Visitors:** Data was captured by Compete.com.

- Why doesn't your Unique Visitor metric match my local analytics (e.g. Google Analytics, Omniture)?

Local analytic solutions will often use cookies to track visitors, which can result in overstating visits from people who have deleted cookies in their browser. Additionally, local analytics solutions often include the activity of spiders and bots that appear as traffic, but do not represent actual human activity.

By contrast, we estimate how many people in the US visit your site from a diverse sample of people that is statistically normalized to represent the size of the total U.S. browsing population. We do not rely on cookies or log files, so we eliminate overstating the data in that way. However, since we track consumer behavior from the US only, traffic to sites with significant international visitors will be understated.

Please contact your account manager if you have any questions:

Briley at briley.peters@simpleviewinc.com or fill out a [Book > Direct support form](#)